GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA

UNSTARRED QUESTION NO:4475
ANSWERED ON:21.04.2003
PERFORMANCE OF KHADI GRAMODYOG
JAGMEET SINGH BRAR

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a) the number of Khadi Gramodyog branches functioning in the country indicating their financial performance during 2000-01, 2001-02 and 2002-03, States and Union Territory-wise;

(b) the areas where these branches are earning profits and where these are running into losses;

(c) the steps being taken to popularize use of khadi by common men and women;

(d) whether the Government propose to make khadi compulsory for school children dresses up to VIII standard; and

(e) if so, the details thereof?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF AGRO AND RURAL INDUSTRIES (SHRI SANJAYA GAUTAM)

(a): The requisite details for the years 1999-00, 2000-01 and 2001-02 are given at Annexure-I. Information in respect of the year 2002-03 is under compilation.

(b): The profit/loss statement of these sales branches are given at Annexure-II.

(c): The following important steps have been taken to popularize the use of Khadi :-

(i) Tie-up arrangement with national Institute of Design (NID),Ahmedabad and National Institute of Fashion Technology (NIFT) for design development has been established. Action has been initiated for product design and packaging to impress upon the consumers.

(ii) Stiff and soft finishing process of khadi cloth has been launched on pilot basis with the help of Indian Institute of Technology (IIT), New Delhi, which is expected to enhance the popularity of khadi textiles.

(iii) An exclusive garments for women namely `Khubsoorat Khadi` has been designed and marketed.

(iv) Availing expertise to NGOs like Dastakar Andhra and Rural Development Agency (RUDA) Rajasthan to improve the quality as well as imparting training to khadi artisans with an intention to attract more consumers.

(v) In order to attract the potential consumers by improving the quality of Khadi products sliver plants in different parts of the country were set up so that quality slivers could be supplied.

(d): No, Sir.

(e): Does not arise.